

# GSB Online Seminars

## July – September 2019

*Co-Sponsored By:*

*The Graduate School of Banking at the University of Wisconsin-Madison and Oklahoma Bankers Association*

### **Upcoming Programs (listed in start date order):**

For additional information— including detailed seminar descriptions and presenter bios— and to register online, please visit <http://gsb.virtualvenues.com/store>

### **GENERAL BANKING**

#### **The World of Trusts for Bankers**

Presented by: Jim Lethert, on September 4 from 10:00-11:30 a.m. Central Time

<https://gsb.virtualvenues.com/store/558938-the-world-of-trusts-for-bankers-fa19>

#### **Accounting Basics/Refresher for Bankers**

Presented by: David Osburn, on September 10 from 2:00-3:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/560238-accounting-basics-refresher-for-bankers-fa19>

#### **Business Law Basics and Lender Liability**

Presented by: David Osburn, on September 24 from 10:00-11:30 a.m. Central Time

<https://gsb.virtualvenues.com/store/559108-business-law-basics-and-lender-liability-fa19>

#### **The Business of Banking: Understanding the Factors that Drive Bank Profitability**

Presented by: Rex Bennett, on September 24, 25 & 26 from 9:30-11:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/559106-the-business-of-banking-understanding-the-factors-that-drive-bank-profitability-3-parts-fa19>

#### **Trusts for Planning, Privacy and Protection**

Presented by: Jim Lethert, on September 25 from 1:00-2:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/559095-trusts-for-planning-privacy-and-protection-fa19>

### **HR MANAGEMENT**

#### **Create a Culture of Employee Engagement and Reduce Turnover**

Presented by: Ann Knutson, on September 10 from 10:00-11:30 a.m. Central Time

<https://gsb.virtualvenues.com/store/560240-create-a-culture-of-employee-engagement-and-reduce-turnover-fa19>

#### **The Essentials of On-Boarding**

Presented by: Ann Knutson, on September 19 from 1:00-2:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/559986-the-essentials-of-on-boarding-fa19>

### **MARKETING**

#### **Building an Effective Marketing Plan**

Presented by: Tom Hershberger, on September 26 from 10:00-11:30 Central Time

<https://gsb.virtualvenues.com/store/559006-building-an-effective-marketing-plan-fa19>

#### **Compelling Advertising for Community Banks**

Presented by: Tom Hershberger, on September 26 from 2:00-3:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/559020-compelling-advertising-for-community-banks-fa19>

## **Commercial Construction Loans: Administering and Monitoring**

Presented by: Richard Hamm, on September 10, 17 & 24 from 8:30-10:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/560061-commercial-construction-loans-administering-and-monitoring-3-parts-fa19>

## **C&I Business Cash Flow Basics and Global Cash Flow Integration Issues for Lenders and Analysts**

Presented by: Richard Hamm, on September 10, 17 & 24 from 10:30 a.m. - 12:00 p.m. Central Time

<https://gsb.virtualvenues.com/store/560052-c-i-business-cash-flow-basics-and-global-cash-flow-integration-issues-for-lenders-and-analysts-3-parts-fa19>

## **Understanding C&I Loan Structuring, Loan Agreements and Covenants**

Presented by: Richard Hamm, on September 10, 17 & 24 from 1:00-2:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/560063-understanding-c-i-loan-structuring-loan-agreements-and-covenants-3-parts-fa19>

## **MANAGEMENT**

### **Safe Banking Act: What You Should Consider**

Presented by: Robin Guthridge, on June 18 from 10:00-11:30 a.m. Central Time

<https://gsb.virtualvenues.com/store/549069-safe-banking-act-what-you-should-consider-fa19>

### **Vendor Management – How Model Risk Fits In**

Presented by: Marcia Malzahn, on September 12 from 2:00-3:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/560042-vendor-management-how-model-risk-fits-in-fa19>

### **Cash Management: How Sales, Operations and Technology Can Work Together to Generate More Fee Income**

Presented by: Marcia Malzahn, on September 18 from 2:00-3:30 p.m. Central Time

<https://gsb.virtualvenues.com/store/559988-cash-management-how-sales-operations-and-technology-can-work-together-to-generate-more-fee-income-fa19>

### **Secrets of Buying and Selling a Community Bank**

Presented by: Philip Smith, on September 19 from 10:00-11:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/559882-secrets-of-buying-and-selling-a-community-bank-fa19>

### **Community Bank Capital Raising Simplified**

Presented by: Greyson Tuck, on September 24 from 10:00-11:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/559878-community-bank-capital-raising-simplified-fa19>

### **Quarterbacking Retail Deposits – General Overview**

Presented by: Neil Stanley, on September 26 from 2:00-3:00 p.m. Central Time

<https://gsb.virtualvenues.com/store/563054-quarterbacking-retail-deposits-general-overview-fa19>

## **RELATIONSHIP BANKING**

### **Leading the Prospecting Effort**

Presented by: Ned Miller, on September 13 from 10:00-11:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/560040-leading-the-prospecting-effort-fa19>

## **TECHNOLOGY**

### **Cybercrime Trends and Hot Topics in Banking**

Presented by: Jeff Dice, on September 20 from 10:00-11:30 a.m. Central Time

<https://gsb.virtualvenues.com/store/559880-cybercrime-trends-and-hot-topics-in-banking-fa19>

### **Hot Topics for IT Regulatory Guidance**

Presented by: Heath Stanley, on September 25 from 10:00-11:00 a.m. Central Time

<https://gsb.virtualvenues.com/store/556470-hot-topics-for-it-regulatory-guidance-fa19>

### **About The GSB Online Seminar Series**

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. GSB seminars are designed to meet the dynamic learning needs of today's busy financial professional and are delivered by some of today's top industry experts. All sessions are recorded, so if you're unable to attend one of the live presentations, it's no problem! When you register for a GSB Online Seminar, you'll have access to the live presentation as well as a recording of the live session in case you are unable to attend the entire program. There is no additional fee to view the recording, it's included in your registration fee. It's your choice to attend the live session, view the recording—or do both—based on your schedule. With the GSB Online Seminar Series you'll benefit from:

- Nearly 100 relevant, bank-specific courses that deliver must-know information
- A variety of live, interactive courses offered throughout the year—each recorded for scheduling flexibility
- Additional On-Demand seminars on popular topics available anytime, anywhere, to fit your schedule. Instructor contact information is provided so you have the ability to ask questions as you go through the recordings.
- Competitive pricing—one fee allows multiple attendees to participate through a single connection and includes all handouts and materials
- State-of-the-art technology that ensures a quality learning experience
- The faculty and expertise of the nation's most respected graduate banking school

**For additional information, please visit [gsb.org](http://gsb.org)**